

Marketers Say Facebook More Critical To Video Campaign Success Than YouTube

By [Tobi Elkin](#)

A new study finds that 65% of marketers and agency professionals polled think social platforms are the most important partners for digital video campaigns vs. an array of other video platforms. Notably, those include massive video hubs like YouTube; video demand-side-platforms; full episode players (Hulu, broadcast, and cable networks' digital properties); ad networks; publishers (BuzzFeed, Vice, and Vox); and multichannel networks (Maker Studios, Awesomeness TV, and FullScreen). All these video platforms were preferred by 59% of all respondents.

The study, conducted by [Advertiser Perceptions](#) on behalf of Trusted Media Brands, formerly known as the The Reader's Digest Association, Inc., explores the future of digital video and marketers' attitudes. The survey was conducted in June 2016 among 305 U.S. media decision-makers from the Advertiser Perceptions Omnibus Panel.

"We were a bit surprised that social platforms are outdistancing YouTube and others for consideration for video dollars. But then we looked at the reactions in the survey to Facebook Live and in-stream video and it makes sense. Facebook has come a long way in a short period of time in securing video dollars," Rich Sutton, chief revenue officer of Trusted Media Brands, told *Real-Time Daily* via email.

Among the key findings of the study:

- Live-stream video is likely to see increased advertiser investment, with 89% of respondents considering using live-stream video advertising in the next year. Eighteen percent will definitely use live stream, and 71% said they "might."
- Social platforms like Facebook Live are perceived as being ahead of video platforms like YouTube Live among both agencies and marketers for live-stream video advertising.
- Forty percent of respondents believe Facebook should set the standard for the future of the video industry, indicating the Facebook in-stream auto-play topic is ripe for debate.
- Short-form video is the most popular format, and the use of micro video (five seconds or less) is likely to grow, with 41% of respondents planning to run short-form video content in the next year, and another 55% considering it.
- Budgets for digital video advertising spending are growing, with 65% of agency respondents predicting an increase in the use of digital video over the next 12 months, and 32% of digital video advertising spend overall being transacted programmatically.